

October 11, 2005

MEMORANDUM

To: Dr. Vermelle J. Johnson, Chairman, and Members, Committee on Academic Affairs and Licensing

From: Dr. Gail M. Morrison, Deputy Director and Director of Academic Affairs and Licensing

Consideration of Follow-Up to Report of Consultants' Evaluation of Programs in Business: Ph.D., Business Administration, USC-Columbia

Background

During academic year 1999-2000, the Commission on Higher Education conducted a program review of all baccalaureate and above programs in Business Administration in the four-year public institutions of South Carolina. As a result of that review, the Ph.D. program in Business at the USC-Columbia Moore School of Business was granted "Provisional Approval" on the recommendation of the visiting team.

The review team cited three major reasons for this recommendation, as follows: 1) the need to reduce the size of the program, thereby making it more competitive and better able to attract top students; 2) the need to increase the amount of funding for doctoral students (i.e., stipends, assistantships, etc.); and 3) the need to enhance placement of graduates, especially in research universities and Association of American Universities (AAU) institutions. USC-Columbia responded to the Provisional Approval status with a plan to address the deficiencies cited by the team. As a result of that plan, and in recognition of the fact that the program met the statewide productivity standards for a doctoral program, on March 7, 2002, at its regularly scheduled meeting the Commission on Higher Education approved the awarding of "Full Approval" status to the program leading to the Ph.D. degree in Business Administration with the following caveat: "provided that the University agree to provide the Commission with a report on the placement of graduates at research universities no later than June 1, 2005."

The University has now provided the data that the Commission in 2002 requested be provided in 2005. The data show that the program

- Has continued to meet the Commission's program productivity standards for doctoral programs.
- Has become smaller in enrollment of new and continuing students (Fall 2000=7; Fall 2001=0; Fall 2002=7; Fall 2003=9; Fall 2004=4).
- Has increased the quality of entering students, as measured by increased GMAT scores from 610 in Fall 2001 to 685 in Fall 2005.
- Has increased the number and quality of services to its Ph.D. candidates to assist in their placement.
- Has placed a total of 28 graduates beginning in 2002; of those, 22 have been placed in institutions of higher education, and 13 of the 22 have been placed in institutions of higher education which might best be described as "research institutions."

Data supplied by USC-Columbia in Summer 2005 show that beginning in 2002, the research institutions to which these recent USC-Columbia Ph.D. graduates have been recruited include Northeastern University, Boston (two), University of Tennessee-Knoxville; Drexel University, Philadelphia; University of Mississippi; Miami University of Ohio; Georgia State University, Atlanta; George Washington University, Washington, DC; Rochester Institute of Technology; University of Texas, Dallas; University of Texas, El Paso; Boston University; and Louisiana State University.

In summary, USC-Columbia has provided the data requested in 2001 by the Commission. USC-Columbia's graduates in the Ph.D. in Business Administration have been recruited in satisfactory numbers to teach at a number of research institutions. Thus, the conditions placed on the Ph.D. program requiring further reporting have been met and "Full Approval" status is appropriate for the program.

Recommendation:

Staff recommends that the Committee on Academic Affairs and Licensing commend this report favorably to the Commission in recognition of USC-Columbia's having fulfilled the recommendations of the program evaluation team.

Attachment: Report from USC Moore School of Business report